

S2: E97: What's Working Now in Business

Hey there, I'm Tiffany, and you are listening to the Your Legacy Brand Podcast. If you're a high-achieving, mission-driven entrepreneur who wants to elevate your income, impact, and influence, you're in the right place. I left my corporate career as a creative director for Fortune 500 brands to create a legacy with my life's work and to support entrepreneurs like you to do the same. You pour your time, energy, and passion into your business, so let's make sure your efforts will create a ripple effect that reaches far into the future. I'm here to provide you tools and ideas to make massive shifts and quantum leaps in your business, transforming you from entrepreneur into legacy brand. Whether your big vision is to be a New York Times bestselling book author, stepping onto the TEDx stage, or simply having a sustainable business and income doing the work you love, my goal is to take you to being seen as the go-to expert in your space. So sit back, relax, and let's jump into today's episode. Hey there, and welcome back. Today we're talking all about what's working now in business. Of course, I look through everything from a branding standpoint and viewpoint, but we're going to be talking more about general business today. And recently, I had the honor of speaking on a powerhouse panel with incredible women like Selena Su, Laura Belgray, Cindy Childress, and Michelle Martello. And on this panel, we were asked some really amazing questions, and we dove into what's really working in business right now, especially in the online space. And I felt called to make this episode about it because I know what I shared really helped a lot of people who were listening to the panel, and some of the other women shared some really great insights as well. So I felt called to share these really amazing insights with you because things are shifting so quickly in the online space, especially, I believe, from my viewpoint, since 2020, there was a big shakeup when we went through COVID. You know, a lot of bro and Becky marketing went by the wayside. We went through the BLM movement, which is still happening and still should be happening. And you know, obviously, we had the pandemic. And so, so many more people were online, so many more people started online businesses. And really, there was just a massive shakeup. Here we are four years later. Those shakeups are still unfolding. Now we also have a lot of other things happening in the world, such as war and natural disasters, our own election cycle coming up. And it can be a lot, you know, I don't want to sugarcoat this. It's been hard for a lot of business owners. A lot of people are struggling, a lot of people are wondering which direction to take. And I tend to be a very optimistic and positive person. But there's also such thing as toxic positivity. And we do need to get real and discuss these things. We need to have transparent conversations. And so, in this episode, I'm diving into three questions we explored and the actionable strategies you can implement to stay ahead in this ever-changing landscape. And let me just say that I'm always transparent. And this past year was pretty rough for me too. The first portion, half of the year at least, I even questioned, you know, my own business, where we're heading. And of course, I have beautiful clients. It just wasn't as abundant as it had been in the past. I was questioning things. I was looking at my clients all questioning things. And I also decided to start experimenting more. And it's really paid off. I just had one of my best lunches in the past few years. Things are going really, really well. I'm building a thriving community. And so, I wanted to share this to say that there's absolutely no reason to give up. And I'm actually viewing this next few months into 2025, and especially the year 2025, as an opportunity. Because those of us who push forward, take action, and go deep are going to find

ourselves when all of this flips over, and we're back into people spending big time and abundance, because it will happen, we're going to be on top, right? So this is actually, for me, I believe, an exciting episode. So we're going to talk about really the big shifts in the business world and how to adapt. So the first question on the panel that was asked of us was, what are those big shifts that we're seeing, specifically? And how do we adapt? So specifically, what I noticed is changing is, first of all, by your behavior, consumers are more cautious with their decisions, they're doing their research, and they're seeking value like never before. A lot of us, myself included, have invested thousands of dollars, sometimes, and we get what we were hoping for. And many times, we don't, right? And so a lot of people have been burned. A lot of people are more cautious than ever. More people are more aware of, you know, hyped up marketing that's giving promises that won't be fulfilled. So that's number one, is that we need to know that people are looking at our services differently, and we need to adapt accordingly. And I'll talk a little bit more about how to adapt in a little bit. The second thing specifically that I've noticed is launches are not working the same. What was working before is no longer working. For years, everybody was talking about Evergreen, and Evergreen was like the golden ticket, and you could lay on the beach, and money would just be coming, rolling in. And on some level, that was sort of working, right? Because people were all about courses, and people were looking for those passive opportunities. Now, I feel that for now, that ship has passed. Most people don't want a course where they're just left to their own devices and just to learn without actually implementing. So if you're not at least offering some high touch with a course or a done with you program rather than just completely passive, that's really been a huge shift. So that's one thing to think about. I know for me, my previous launches were simple 90-minute workshops or webinars that have worked for a very long time for a lot of people, and it could still be working for some people. However, to come on for 90 minutes and listen to somebody talk and then be expected to invest in a high-ticket program isn't really working anymore, as far as I've seen, as far as me personally, a lot of my clients, a lot of my colleagues. So I knew I had to pivot, and I'm just talking from my personal standpoint, and I'll share a couple of client ideas next. What came to me when I downloaded was I just need to give a lot more value, and I love giving value. So there was no problem there. So I decided to do three 90-minute workshops, Monday, Wednesday, Friday, over the course of a week, and really dive deep with people, really give them big wins. So maybe you took part in that, but for those of you who might not have, we first talked about, on the first day, we talked about your purpose, your brand purpose, and how to craft that and really get people centered back why they're doing what they're doing in their business. On the second day, we talked about people, this being your ideal audience, and I shared a really powerful framework that I never share, usually, only with paying clients. And then the third day, we talked about pitch, which actually, because I like alliteration, the three Ps we covered, but pitch actually, in this context, meant that we were creating lead magnet ideas, because lead magnets are also not working like they used to. You can no longer just put a simple PDF out there and expect people to download it, consume it, and take action. And the thing is, with all of these pieces, with all launch strategy, consumption is king. There's no point, even if you get somebody on your list and they sign up, whether it's for your freebie, whether it's for your workshop, if they're not consuming the content and the material, then they're not going to get any wins and they're not going to take action. That's basically what it comes down to. So we need to give more value and we need it to be really juicy and sexy for people to, first of all,

take action, and second of all, convert and actually sign up to work with you. And that means, of course, that they're actually needing what you're offering. I think there was also a huge shift from people having shiny object syndrome and signing up for things that they weren't ready for yet, to now people are doing more on time purchases. So I actually need support on my messaging. So I will sign up for Legacy Brand Foundations, which we just closed the cart on, right? That would make sense for those people if they actually need that in the moment. But I did not force it on people and try to convince them that they needed it if they didn't. And that has been a huge shift as well. Really manipulative sales tactics were commonplace. Now people know when they're being manipulated and sold to and coerced into something. And so that is no longer working. Of course, I never believed in those tactics anyways, but a lot of people were taught some very manipulative practices. And as far as I'm concerned, those don't fly anymore, which is a good thing, of course. And so there's really smarter marketing that is needed in general. So shifting the focus from these traditional evergreen ads, where the ads led to a webinar that was automated directly into signing up for something. Not saying that they can't work. There are people still doing that model, but it's not working as well as before. And I have a lot of clients who spend a lot of money in Facebook ads. Not even clients, just colleagues, actually, that have spent a lot of money in Facebook ads with no return. And so what I have seen working, one of my clients, Amanda, has done this brilliantly, is running Facebook ads to actual live webinars. And yes, it's more work on our effort, on our time, and that's okay. As business owners, there's work to be done. We're not just sitting on the beach. It's not a happy parade every day. And if you love your work, you should love showing up live with your audience and pouring into them. And so for her, showing up for one hour or 90 minutes every week, same time, same day, she has automated ads leading people into this workshop. Some days she'll have six people. Some days she'll have 40 people. But every week she shows up, she pours into them live, and the beauty of this is every week she's learning and she's tweaking and she's shifting it. And so the workshop is now converting so freaking well because every little tweak, every little time she's learning more. And it's really a mode of experimentation. And that's really what I want most people to walk away with today. Like if you walk away with anything is in this space that we're in right now, you can't count things as failures because we don't really know always what's going to work. And that's the case all the time, but especially now. So if you walk into things as, okay, let's try this as an experiment, you will be amazed at how experiments, if you trust your gut, will work. Such as my three times 90-minute workshops that led to one of my best launches. So let's also talk about blending different models. So when models face challenges, like we were talking about, the evergreen isn't necessarily working those just basic 90-minute workshops. We've also seen that a lot of people were told to go all in on one thing and stick with it and that thing only. A lot of times that was high ticket programs, like a high level mastermind. So we've seen, not that people are not investing in high ticket when they know it's the work that they need to invest in, but not as many people are investing in the higher ticket. And they're not going from a cold lead straight to high ticket. So what we really need to do in order to have people be willing to spend on high ticket is to give them a taste of our work, aka a gateway drug, which isn't the best term, but it's the truth. When you give them a taste and they realize there's so much value in a low ticket item, then they're like, wow, if I'm getting this much value in a low ticket item, what is it going to be like to actually work with them on a higher level? And that is what's working right now. So for instance, my workshop series was \$97. Some

people paid full price. People were able to get a discount and get in for \$7. I ran some special programs with partners and different things like that. And despite that, either way, they paid a very small amount for the value that I gave. And so people could easily see, wow, if I'm getting this much value and aha during this small amount of time, what's going to happen when I go through the entire program, right? So I want you to think about what does that look like for you? Now, of course, you don't want to give away too much because then people will feel so satisfied they don't want to keep going. So there's a balance there. What does that look like for you? And so those are some of the ways that we can adapt and some of the changes that we've been seeing in the online business space. I hope that was helpful. And I'd really love to hear from you if you have any questions or thoughts around that. And I really want to keep diving into this topic. So literally DM me, email me, reach out to me and ask your questions. Let's continue having this discussion. So the next question that was asked us on this panel was what do you do when you feel stuck? So for instance, if you're feeling stuck, maybe you're wondering if you should continue in your business. Maybe you're thinking, man, I should really just play it safe right now. Maybe I should actually turn my dreams down a notch and not expect as much. Know that you're not alone. And we've all been there over the past year. Every single person, whether they have an eight-figure business, a seven-figure business, a six-figure business, a five-figure business, a six-figure business, or just starting their business, it's been tougher than normal. And that's okay. Life ebbs and flows, business ebbs and flows, right? So what I want to say here and my advice on the panel for moving forward was if you are serious about your business, you need to play the long game. Because business isn't about quick wins. It's about long-term success. And we can't discount a bad month or a bad year as a failure because it's business. And especially as women, I think sometimes we have a hard time separating our emotions from business, from the numbers, from the outcomes. And that's understandable. I do too. But really, we do need to sometimes remove those emotions and really look at things from an objective view. And I'm not saying to ignore your emotions, to stuff your emotions. I'm definitely not saying to ignore your intuition because your intuition is the most powerful thing that's going to move you through and give you ideas that will be game changers for your business. But we really need to play that long game because I think it's a false notion that we've been giving that we should be increasing our revenue and doubling our profit and up-leveling year after year. It's simply not the case. And sometimes there are things out of our control that we cannot take account for. And if you are a little woo like me, you can absolutely still manifest, you can still make stuff happen even when the circumstances are not ideal. So that's when we really have to think about keeping our energy up and also surrounding ourselves with the right people because community is everything. I know that I've poured so much into my community this past year because it has been harder and I'm transparent with them and I share the ups and downs with me and I encourage them and we're all in it together. And the rising tide does lift all boats. And a lot of my clients are doing better or just as good as they ever have because they're surrounding themselves with a positive community. They're getting input from other people who get it. For instance, I was walking my dog with my husband the other day and trying to explain things about the business and asking him for advice. And every time I do that, I have to remind myself, no, don't ask him because he has a normal nine to five job and he just has no clue what I'm talking about. Honestly, some days I wish that we were like that power couple that is on entrepreneurship together but then I remind myself how lucky I am to have somebody who has

no idea and who's grounded and has a normal job. So anyways, whatever that looks like for you, most often we are not surrounded by other business owners who get it. And so you have to find a community that's going to pour into you and keep you motivated on those days where you're questioning everything. Find people who believe in you and push you to grow. Lean into collaboration and stop trying to do it all alone. I am so grateful for my community, so grateful for my colleagues, my power partners and business, it's like they say with children, it takes a tribe, right? It takes a community to grow a child. The same goes for businesses. If you're in a silo and you're doing it all alone, it's going to feel so much harder and your results will be slower. And then the last question that was asked on the panel was what is our key advice for those people who want to reach six to seven figures? So I'm a multiple six figure business owner. Some of the people on the panels are seven plus figure business owners. And we kind of all had the same answers at first around stick with it, experiment, the community, all of these things that I'm talking about now. My particular answer, however, was a little bit different. It was really focusing on the idea that 10X is easier than 2X. You may have heard me share this book. It's actually a book by Dan Sullivan that I read probably about a year ago. And it's really shifted my perspective on business in general. And I've been sharing it with a lot of my clients and helping them move through actually 10X-ing. And it's not the typical 10X that's all over marketing, like 10X your income, 10X your results. I mean, sure, that could be the goal, but really it's if you were to 10X, the options that you'd have are so much smaller that it helps you pinpoint your next steps so much easier. It doesn't have to mean 10X your goals specifically. I also talked about the idea that a lot of people have goal trauma. And goal trauma is a real thing. A lot of us have set these big goals and invested a lot of money to meet those goals and then didn't have the results. And that creates trauma. And then a lot of people are afraid to set big goals again. I've had a lot of discussion around this with my community and it's really opened up a lot of people's eyes and awareness to, oh yeah, that's a thing. And you can't move past it unless you're aware and unless you have steps to move past it and reset goals and restructure and really create a path to get to the 10X. And it might sound counterintuitive, but aiming for that exponential growth and these massive goals actually will allow you to grow much faster because if you're 2Xing, that's incremental steps. If you go for the moonshot, if you go for the 10X, maybe you won't actually get to the 10X, but you'll definitely get to the 2X, right? And so aiming for exponential growth requires fewer and more focused actions than the incremental growth. And that's what makes the difference. So doubling down on what's working in your business allows you to scale way faster. It's not about working harder, it's about working smarter with laser focus. And one of the things that I've been really talking to clients about is refining their offers, simplifying their business and laser focusing because so many people have way too many offers, way too many strategies, way too many platforms that they're posting on, and it dilutes their attention, it confuses their audience, and it basically leads to burnout. Now, I'm not saying that you need to have all of your eggs in one basket either because for instance, my client, Selena Su, she had all of her eggs in one basket and she shares this openly with Impacting Millions, her flagship program, and it was going amazing. She was making millions of dollars and it was such a pleasure to work with her and do her brand and see that powerful growth until it didn't work anymore. And because of these massive shifts and people having all of their eggs in one basket, when a launch like that stops working as well, you have to pivot. And so she's pivoted, it's working beautifully, and that's just one example. On the other hand, I have a client

who has like 30 different offers and all the things, and we redid her brand and it made a huge difference. She's getting a lot more traction, a lot more clients, a lot more movement, and she's also getting closer to burnout because she has so much on her plate. So the thing I want you to think about today is the sweet spot in the middle. Which end of that spectrum are you on? And do you need to make sure that you don't have all your eggs in one basket or do you need to downsize and simplify? Because simplification is the ultimate form of sophistication. What does that look like for you? Again, identify what brings in the most results in your business, double down on that, eliminate distractions and streamline your efforts. And when you do that, the results will be unbelievable. I want to close today by saying I'm not just sharing these things to share them with you. I'm actually walking the walk, talking the talk, living the journey. In fact, I've been teaching the 10x is easier than 2x frameworks with my community and there's been exponential growth in a lot of ways. I could give so many case studies about women who doubled their price and then doubled their price again, and they're getting it. About women who are shifting their business completely and tons of weight is coming off their shoulders and things are moving forward magically. And in my own case, literally last week, I was launching my signature program, Legacy Brand Foundations, and I also have my community, The Collective. And I realized that The Collective was no longer part of my 10x journey. I realized that it was diluting my focus and I was pouring into those women. I was also pouring into the other container and I realized by combining those containers, that's really where the sweet spot for me is. Now, I still don't have all of my eggs in one basket because I do my signature training retreats. I do my signature talk trainings. We do websites, logos, colors, fonts. We have the small agency where we build the actual brands and I don't need multiple communities. And now, literally after the day I decided it, I let everybody know, people are moving from one community to the other and I can already tell and feel that it's gonna be one of the best communities on the planet, one of the most thriving communities on the planet. And it was already, I have the best clients and if you're one of them listening, I just wanna say how grateful I am for you. But it's all out of following intuition, following our hearts, knowing what our clients need, what they want and where's the sweet spot out of all of that. And ultimately, it has to come from your heart. We need to stop thinking about how to put more money in our pockets and think about how can we serve in the best way possible, create the most transformation, leave the most legacy, pour into people. And when we do that, the magic happens and the money will come. You can still be wealthy and be giving. You can still love on people and bring in abundance, right? And I think so often, people think it's possible but oftentimes subconsciously, those two things are separated and people end up pouring into others and not making a profit or there's certain people making tons of profit and not actually creating transformation. So closing up today, we covered the big shifts happening right now, how to adapt and the mindset shifts that can help you not only survive but thrive in the world right now. And I just wanna thank you so much for being here, for listening and remember that the business world is constantly changing but by playing the long game, focusing on what's working and staying connected to a supportive community, you will be unstoppable. If there's anything I can do to support you, hit me up, DM me and if you ever want to be part of an amazing community, Legacy Brand Foundations is where it's at. I also offer VIP days if you're struggling and you want support to look at your brand operating system, look at your ecosystem, look at your offers. You know, maybe you have all of your eggs in one basket or you have too much happening. And oftentimes we can't see the label from inside the bottle.

It's hard to have that objective view. You could probably tell everybody else what to do in their business, but when it comes to our own, sometimes we need a little help. So I'm here for you. I hope you have a beautiful rest of your day and we'll see you next week. Thank you so much for joining me on today's episode of the Your Legacy Brand Podcast. I'm so grateful that you took the time to hit play and listen to the show. If you loved this episode, please provide a rating or review, and I will be forever grateful. My favorite place to hang out these days is LinkedIn, so hop on over and let's connect. Or if you prefer Instagram, follow me at [totheunioncreative](#). I'd love to get to know you and hear your feedback on what topics really resonate and what you'd like to hear more of in the future. You can always find the links and resources shared on this show and learn about how to create your legacy brand by going to [yourlegacybrand.com](#). Remember that what you leave behind is not what's engraved in each day's monument, but what is woven into your legacy brand. I'll see you next time. to the lives and hearts of others. What are you doing today to inform others about leading your legacy?